FAMOUS PLAYERS THEATRES'
NATIONAL Ballyhoo
COMPILED AND EDITED BY DAN KRENDEL

SERVE • SAVE • SELL AND PROFIT WITH SHOWMANSHIP!

VOL. 2 - NUMBER 7 JUNE 28, 1957

VETERAN H.O. DEPARTMENT HEADS RETIRE

Two old friends . . . Bill Kerr and Roly Derby, both charter members of our Famous Players family have announced their plans to retire at the end of June. Reasons of health prompted both decisions. Bill and Roly both started in 1920, and have 37 years of unselfish service to their credit. Both were inducted into our Quarter Century Club in 1945. We're sorry to see them go, and shall miss their friendly faces around the office . . . but we're happy in the knowledge that they will spend their leisure in regaining their health and enjoying the fruits of their many years of labour. Good luck Bill and Roly . . . and the very best wishes of everybody in Famous for many long years of health and happiness.

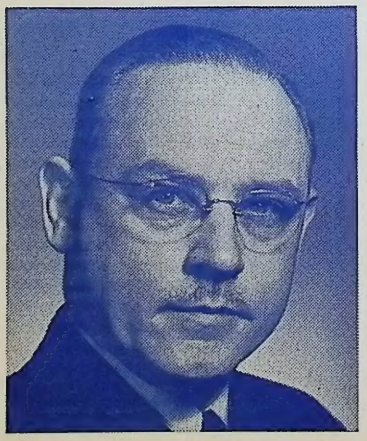
Roland G. Darby

ROLY DARBY

Roly came to Famous in 1920 . . . shortly after his discharge from Canada's armed forces in World War I. He started as a bookkeeper at Head Office . . . one of a total staff of 18. A year later, Roly moved to Montreal, as treasurer of the Capitol theatre under the late H. M. Thomas.

A couple of years later, back to Toronto to assume the duties of travelling auditor . . . and he really travelled, from coast to coast. At the same time he made detailed inspections of all our physical properties. He spent a little over a year on the road, then became cashier of Regal Films' Toronto branch, and later became treasurer of the Pantages . . . now the Imperial . . . in Toronto.

In 1925 Roly returned to Head Office to take charge of the statistical department, and after two years of that became co-head of our Insurance and Real Estate departments with Angus MacCunn . . . In 1927 Roly was named chief of our Insurance department, a position he has held for 30 years. Roly and Elva Darby have two children, Beverly who is married, and Don who runs a 170-acre farm out near Uxbridge, Ontario.



William E. Kerr

BILL KERR

Bill served as a gunner in the Royal Canadian Garrison Artillery during World War I, and on his discharge went to work as an accountant with Imperial Trust Company and Canadian Clay Products Company. His early business training was received with such firms as the old G.N.W. Telegraphs, Canada Dry, S. F. McKinnon Co. and the Kilgour Paper Box Co. He joined Famous Players as an accountant in 1920, and some years later was named Chief Accountant and Office Manager.

In addition to his accounting duties, Bill is also assistant treasurer of Famous Players, and is an officer in many of our subsidiary companies. His meticulous attention to detail is one of Bill's outstanding characteristics. As busy as he is, Bill has still found time for extra-curricular activities . . . and is a member of the Scottish Rite, Moving Picture Pioneers and the Variety Club.

Bill's immediate concern is to take things easy and regain a full measure of health. After that, he and his wife Anne plan to travel a little and enjoy their well-earned leisure.

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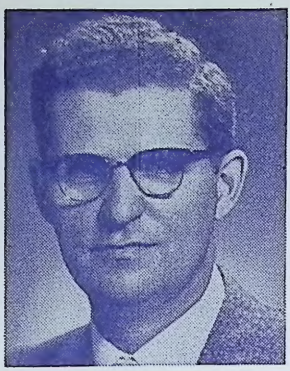
On Thursday, June 27th, Bill Kerr and Roly Darby were guests of honour at a luncheon in the Variety Club, tendered by the executives and department heads of Famous Players. Mr. J. J. Fitzgibbons presented each with a beautiful silver tray, suitably engraved for the occasion, and Mr. R. W. Bolstad made a presentation to each on behalf of the Famous Players Staff Association.

Head Office Promotions



C. S. Doidge

Tom Naylor

Fred Morley

In line with our company's policy of "Promotions from Within" we are happy indeed to announce the following appointments occasioned by the retirement this month of Roly Darby as head of our Insurance department, and Bill Kerr as Chief Accountant.

C. S. Doidge, head of our payroll department will be recommended to the next meeting of our board of directors for appointment to the position of assistant treasurer of our company, one of the positions presently held by Bill Kerr.

Clare started with us in 1950 as a taxation expert, and before very long was promoted to head of our payroll department. Prior to joining Famous, Clare was a corporation assessor with the Dominion Income Tax Department. Clare graduated from the University of Toronto with his Bachelor of Commerce degree, and went on to take his C.A.

Clare and Helen Doidge have two children . . . Eddie 8, and Heather 5.

Tom Naylor who suceeds Bill Kerr as Chief Accountant started with Famous Players in 1930 in the statistical department. In 1932 he moved into the accounting department as assistant to Bill Kerr, a position he has held since.

Tom hails from Deseronto, and received his early education there and in Belleville. He worked for a while in New York with the Standard Oil Company, and then with various brokerage houses in Toronto. He carries a wealth of experience with him to his new job.

Tom and Muriel Naylor have three children . . . Carol 17, Gary 16 and Jimmy 14.

Fred Morley came to Famous in **1928** as an office boy, and after six months moved into Dick Geering's audit department where he remained for ten years. From there he was transferred to Al Troyer's statistical department and spent three years with Al learning film accounting routine. In 1941 Fred became Roly Darby's assistant, and now, on Roly's retirement, suceeds him as head of that department.

Fred and Irma Morley have one daughter, Joan 21 who has been teaching school in the Toronto area for some years.

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Our sincere congratulations and good wishes to Clare, Tom and Fred on their new appointments, and each can be assured of the complete and whole-hearted co-operation of all of us in Head Office and all the men in our theatres from Coast to Coast.

OUR 'FAMOUS' QUARTER CENTURY CLUB

This year - 1957 - marks the completion of twenty five years of uninterrupted service by twenty one more employees and associates of Famous Players. This brings the total membership of this very exclusive group to 462. Many have passed on over the years, but 372 still remain in active service with our Company in our offices and theatres from Coast to Coast.

At our Home Office picnic on Thursday, June 20th, our V.P. Rube Bolstad welcomed seven new members, and turned over the induction proceedings to Jule Allen, Sam Fine and Sam Bloom. Mr. Allen welcomed into the club Messrs. Max, Nathan, Isadore and Abraham Kaplan, and Mr. Harry Atkins, who operates theatres in Kirkland Lake and Bourlamaque, in partnership with Premier Operating Company.

Sam Fine inducted Bill Collins, manager of the Donlands theatre in Toronto, and Sam Bloom welcomed John Brownsell, projectionist at the Hollywood in Toronto. Our congratulations and very best wishes for another twenty five happy years to all the newly inducted members of our Quarter Century Club.

In the very near future, at times and places to be designated, the following will also be inducted into our 25 Year Club ... Messrs. Harry W. and Harold Braden of United Amusements in Hamilton, Mr. Robert Crabb, projectionist at the Daylight in Saskatoon ... George Dowbiggan, Head Booker in our Winnipeg office ... Will Harper of the Paramount in Kelowna ... Fred Hoffman, projectionist at the Princess in Montreal ... Jonas Johnson, projectionist at the Capitol in Saskatoon ... William Kirby, artist at the Capitol in Winnipeg ... Mrs. Pauline Krywy, matron at the Palace in Montreal ... Dale Leach, projectionist at the Hitchin' Post in Calgary ... Ronald Marchant, projectionist at the Sutherland Park Drive-In, in Saskatoon ... Frank Nash, projectionist at the Capitol in Winnipeg ... James P. Whitebone, projectionist at the Paramount in St. John, N.B., and Percy Wright, projectionist at the Lake in Fort William.

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TEN COMMANDMENTS SCREENINGS

This great attraction is now being booked into every one of our theatres across the circuit. As advised in an earlier bulletin, the moment your date is set you will probably be contacted by either Win Barron or your local Paramount branch manager in connection with setting up an advance screening for the opinion-moulders in your community. We have already held several such screenings, and the reaction has been nothing short of sensational. Newspapers, radio and T.V. have been marvellous to us ... and the resultant publicity everything we could possibly desire.

One thing is important. As soon as Paramount advise you of the date of the screening, please drop a note to your District Manager, with a copy to Tommy Callendar ... giving the date and all particulars. This is the only way in which we can be alerted to recoup Paramount's share of the expense of running this screening. So remember fellows ... a note to your D.M. with a copy to Tommy.

THE MANAGER'S RITUAL

Page 18 of the June 1st issue of BOXOFFICE is devoted exclusively to The Manager's Ritual ... a very comprehensive study of what a theatre manager's duties should be if he is to be a successful theatre man as well as a successful business man. The 'Ritual' sets down a set of 52 basic rules and practices ... and all make good common sense. If you haven't already read and studied this article I think that you would be wise to do so. Check your own qualifications against the 52 items and see how you come out.

Previous articles in this series have dealt with the duties of cashiers, doormen and ushers. The final one, dealing with your janitor will appear in an early issue of BOXOFFICE. I hope you have taken the trouble to clip these articles and save them. They'll make an awful valuable brochure, for your guidance, and for reference purposes.

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AIR CONDITIONING

It's been pretty hot this past while, huh? So ... how comfortable is your theatre? Is all of your air-conditioning equipment in top condition? More important ... is it operating properly? These aren't foolish questions guys. I know theatres that are equipped with some pretty fancy, and supposedly automatic gadgets, and still, we run into a lot of grief and a great deal of the time trying to keep them functioning properly.

I am not a technician and can't hand out technical advice, but you've received reams of correspondence from Jules Wolfe over the years, and if you follow his instructions closely there is no reason why you should ever get in trouble with your equipment. Make sure that all moving parts and filters are kept immaculately clean all of the time, and take time out to check and make sure that any parts which require oiling are checked and oiled regularly.

Better still ... dust off your maintenance manual and give it another go ... You'll find all the information you possibly need in its pages. KEEP COOL ... and make sure that your customers also keep cool and comfortable while in your theatre.

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YOUR BUDGET AND YOU

Budgets are funny things ... you stay within them and nobody says a word ... but the minute you go over ... brother ... what a holler goes up. Well, that's the idea ,isn't it? Budgets are sort of safety valves ... or control valves, if you wish.

Remember this, fellows ... you DO have some control over your budget figures. If you feel that they are inadequate, drop your district manager a note and I'm sure he'll try for an adjustment. If you anticipate an unexpected expenditure, make use of the 'Budget Increase Authorization' form. It's much better to protect yourself in this way than to have to start dreaming up fancy excuses for inclusion in your Managers' Weekly Letter. Got it?

EASY - T.C.L. - PICKIN'S

Those lads over at T.C.L. just love to hand out 'E's for EFFORT, very often accompanied by nice fat cheques ... There's always some kind of a deal or gimmick going ... with suitable cash rewards for those of our Ballyhooers who read, and follow thru.

Recently they ran a BIG THRLL contest, and the results have been tabulated and the prizes are on their way. Our congratulations to Roy Downey of the Beach in Toronto and Eddie Landsborough of the Capitol in Galt, each of whom knocked off the $75.00 first prize ... Also Zara Ellwood of the Capitol in St. Thomas and Art Grover of the Parliament in Toronto who will each be receiving $50.00 cheques for having placed second.

You don't have to be world-beaters, guys ... all you're expected to do is read the bulletins sent out by T.C.L. and then follow the many confection-selling suggestions contained in them. It's just as easy as that.

I have it via the grapevine that there's another cash prize contest on the way ... bigger and better. Can you use some extra cash fella? Well then, climb on that T.C.L. bandwagon, huh?

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MORE ABOUT T.C.L.

Seems that with the many changes and additions in our confection lines, some of us get a little confused when determining the theatre discounts ... Well, no need to worry about it any more. Under date of June 25th a special bulletin went out to all theatres, containing a complete list, and all you have to do is refer to it if you're not quite sure.

Keep this bulletin handy boys ... and make sure that you get every penny that's coming to you. Bet you can use it too, to help bolster up your summer figures.

I know one manager who had been advised several times to increase his discount on drink sales ... and for one reason or another simply ignores the T.C.L. notices, in this way losing an extra 5% that he is entitled to. It wouldn't be YOU now, would it?

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PUSHING THOSE BOOK TICKET SALES

On the Sunday before the holiday, Al Hartshorn in Oshawa noted mobs of leather-jacketed motorcycle riders take over his town ... He was running a midnight show that night, so what to do? He figured it out and did it. During dinner hour he personally visited every eatery in town, talked to these characters and wound up by selling over $100. worth of tickets to his show. Nice going Al, and good thinking.

In Sarnia, the School Safety Patrols had planned a party, but something went haywire. Charlie Perrie happened to be talking to the sergeant in charge ... found out that they were prepared to spend about a buck a kid ... made a fast deal, and wound up with a $210.00 sale. We need those extra bucks guys ... Let's go after 'em.

CONTROLLABLE EXPENSES

Our record in the control of such expenses as may be considered as 'controllable' by the manager has been pretty good right across the circuit over the past few years. However, every now and then certain items creep in which tend to spoil the picture somewhat. Some managers save up all their bills and toss them in on a week in which they anticipate a fairly reasonable profit ... That can spoil the whole picture over an entire quarter. Don't do it guys, pay your accounts as they come due.

Don't run monthly accounts with your hardware store or any other supplier. Pay for all items at the time of purchase. Watch your cleaning supplies ... your stationery ... electric light lamps, uniforms, etc. Buy only what you require for your immediate needs. DON'T STOCKPILE.

Watch your petty cash ... those small individual amounts if not controlled can look awfully big when you check your total at the end of the week. So many of them are completely unnecessary when you look at them a second time.

And ... this is important. KNOW WHAT YOU'RE PAYING FOR before you sign any cheques, and DON'T sign blank cheques, leaving the rest to somebody on your staff. We've had cheques come into the office with nothing on them but the manager's signature ... and believe me, that doesn't endear you to the lads in our audit dept.

Guess I've said enough ... so, keep controlling those controllable expenses, and don't spend a dime more than you have to. Stay within your budget figures, and remember ... a dollar SAVED is a dollar EARNED.

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OLD AGE PENSIONERS

I know we talked about this at our meetings last Fall, but so far, to the best of my knowledge, not too many of our men have done very much about it.

There are an awful lot of old folks in your town who are completely dependent on their monthly old age pension cheques for their living. They just can't afford the luxury of a trip to the theatre very often ... and they do love movies.

In discussing this with Mr. Fitzgibbons one day, he agreed that we should make it as easy as we possibly can for these old timers to visit our theatres. In fact he suggested that we extend to them the same reduced admission privilege we offer to students. There's something for you to mull over, and we are certainly open to any suggestions you may have.

Think this over carefully fellows ... we've got empty seats in our theatres and here is one way to help fill them, and also to do a service to a lot of people who in happier days made up a pretty fair proportion of our attendance. Think about it, then discuss it with your District Manager for action.

WITH OUR DRUMBEATERS

A lot of good stuff coming through ... and while much of it lacks the sensationalism of former days, nevertheless it's good, solid selling, and that's the kind designed to sell tickets.

This is the season of beauty contests ... festival contests, and contests of every type and description. Some of our lads do cash in on them ... promote the finals on their stages ... offer prizes - promoted of course - to the winners, and make a great big hullabaloo about it. It all helps liven up your showplace. Get in on it now, fellows ... while the contest fever is at its height ... tomorrow may be too late.

Be different... Run a male beauty contest on your stage, and how about the old stand-by, a baby contest ... via photos of course. Jimmy Cameron has been very successful with this type of thing over the years ... and has developed quite a following. Get your local newspaper in on the deal too ... and your radio station.

It's hot and it's humid ... and your theatre is about the only place in town where folks can cool off and relax in comfort. Let them know it ... and cash in on it. It's time for hot-weather selling guys ... so, GET HOT.

And now ... let's see what we have to report anent the selling activities of some of our members ...

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CAPITOL - HALIFAX

I've got a nice note from Jimmy McDonough ... with a brief outline of some of his activities in behalf of TEN COMMANDMENTS. James got going about three weeks in advance of his opening with several good newspaper and radio breaks. Two weeks in advance he ran the special screening, which was well attended by 300 of the most influential people in the Halifax area. To dress this up a little, Jimmy promoted coffee and biscuits for the intermission break ... They loved it.

Comments, taped at the screening, were run over C J C H the following day, with good supporting commentary ... for free. Jimmy also arranged for Win Barron who was in Halifax for the occasion, to appear on two twenty minute interviews, as well as a local T.V. show.

A total of 700 lines of free cuts appeared in the Morning Chronicle Herald, together with several good stories and pics in the Star totalling an additional 600 lines. On the day before his opening, a quarter page of scenes plus a banner headline appeared in the daily.

Jimmy dressed up his front, and even though he went to a fair amount of expense to do so, it was so designed that it can be used in several other Maritime situations ... and that's really stretching a buck. That's a thought for some of our situations in Ontario that are close enough to take advantage of it. Nice to hear from you James ... Let's do it more often, huh?

CAPITOL - SASKATOON

Reg Plumb certainly believes in taking advantage of an opportunity. He happened to be standing out front and struck up a conversation with an elderly gentleman admiring his fronts. In the course of their conversation the elderly gent happened to mention that some 70 years previously he had been on a train that was held up by one Jesse James ... and that was all Reg needed. As chance would have it. THE TRUE STORY OF JESSE JAMES was opening at the Capitol, and toot sweet, Reg hustled the old timer off to the newspaper, with the result that the following day's editions carried a good, three column story.

In addition, radio station C K O M taped a fifteen minute interview which was run at 7.15 on opening day. Nice going Reg ... and that's what we mean by taking every advantage of a situation, local or otherwise.

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PALACE - GUELPH

For his OKLAHOMA engagement, Lloyd arranged for two excellent music store windows ... full ones, and a third store, Kelly's, inserted a fair-sized mat in their regular newspaper ad. Members of Guelph's Golden Age Club were invited to a matinee showing, which rated an excellent story in the Mercury. C J O Y jammed the airwaves with OKLAHOMA music in advance of and during the entire run.

For BABY AND THE BATTLESHIP, Lloyd tied in with the Walker Stores and the Chickopee people... the latter being the distributors of many popular baby products. Walkers came through with many good window and counter displays, and carried a sizeable mat in one of their newspaper ads. In co-operation with the Chickopee folks, they also arranged to present every baby born in Guelph during the engagement of BABY AND THE BATTLESHIP with a special prize package.

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CAPITOL - LONDON

Gene Barry, star of Fox's CHINA GATE hit town, and Bill made sure that everybody knew about it. A promoted Desoto convertible ... chauffeur driven of course, drove Barry around town, winding up at the City Hall where he signed the guest book. A reception was held for the press, civic leaderers, radio and T.V. people in town.

Several interviews were arranged, and Barry appeared on C F P L, C F P L-TV and C.H L O in St. Thomas. A visit to the London arena gave the gent a chance to wave hello to some 3,000 wrestling enthusiasts. Lots of pictures were shot, and about a dozen were printed in the pages of the London Free Press. All in all an excellent job of coverage by our William.

This is interesting ... Chuck Fenn, advertising director of the Free Press was so impressed with Gene Barry, that he took time out to write a personal note to Spyros Skouras. Doesn't hurt the lad, and shows that the newspaper boys are on our side.

PARAMOUNT - HALIFAX

To get FOR WHOM THE BELL TOLLS off the ground, Freeman circulated the heads of all I.O.D.E. chapters and other organized women's groups well in advance, with a catchy personal letter. Six good downtown merchants co-operated by setting up window displays, using 11 x 14's and 22 x 28's ... Three weeks ahead of opening, Freeman made daily stage announcements. Four days in advance, cuts of Bergman were planted in the society section of the newspaper.

A specially designed front decorated the theatre, made up from 6-sheets, 3-sheets and 1-sheets ... very attractive. Just to make sure nobody was asleep, Freeman mounted a ship's bell atop his boxoffice, and the cashier tolled it every half minute or so.

One of the local radio stations ... despite the fact that Freeman didn't spend any money with them, came through with a good quiz show, with guest admissions as prizes.

A local jeweller, Leon Neima, ran a swell full page ad, with a three inch high heading reading ... 'If she is one of the lucky ones FOR WHOM THE BELL TOLLS, be sure to give her a Neima Diamond'. Two large scenes appeared in opposite corners of the page. Truly one of the best co-op ads I've seen in a long time. Nice going Freeman ... and keep feedin' us.

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ORPHEUM - PRINCE ALBERT

Jack Mahon is a civic minded young fellow, and on election day ran a line across his marquee urging everyone to 'Vote as you like but Vote' ... so what? So just this ... the bosses over on the Prince Albert Daily Herald were so taken with it that they sent over a shutterbug who took a shot of the whole front and ran it, three columns across, right on the FRONT PAGE of the daily. Not bad you say? Doggone good for my doug. Nice going Jack.

When he was playing 'Lucky Kid' Jack took the trouble to phone every Jewish family in town. The response was terrific. For SHAKE RATTLE AND ROCK, Jack improvised a very attractive front and did a whale of a business. The radio station played right along with him, with Rock 'N Roll music and good commentary ... Keep your stuff comin' Jack ... It's always nice to hear from you.

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CAPITOL - KINGSTON

Ernie tied in with the Raleigh Cycle Company, as well as the local police department traffic squad to promote a safety-rule contest for the small fry in conjunction with his showing of SMILEY ... A half page co-op ad appeared in the daily, sponsored by a number of co-operating merchants. Details of the contest were carried, also entry forms. This turned out to be a very successful 'do' and resulted in a lot of goodwill and excellent publicity for Ernie's program.

That's the kind of stuff we like to see Ernie ... Let's hear from you more often, huh?

CAPITOL - BRANTFORD

Lots of stuff from our Willie up in Brantford ... and to get started let's talk about his Pepsi bottle cap matinee. Bill really plans these events, and consequently they pay off ... but tres good. That's why the drink people are always so happy to tie in with him. On this particular morning show Bill played to 1400 youngsters ... and a good pic of the Pepsi officials presenting the bicycle was run in the evening edition of the Expositor. In addition to his rental, Bill sold just under $150.00 worth of confections. I like this twist ... Every adult attending was presented with a 6 bottle carton of Pepsi, and every adult calling to pick up his or her young 'uns, likewise. Swell P.R. for the Pepsi people ... and also for the theatre. A very successful show.

When Gene Barry, star of CHINA GATE, appeared in Brantford, the Expositor again co-operated by running a three column pic of Barry alongside a CHINA GATE poster in front of the theatre ... with, but natch, excellent theatre credits.

Those lads on the Expositor must really like our Will ... when he got his free coffee and cake deal under way, they sent a photog down, shot a few pics, and printed a dandy, showing an elderly lady being served in the theatre lobby. Good story to boot. Incidentally, if any of you chappies are interested in providing coffee to your patrons during the supper show ... contact your local T.C.L. branch manager.

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CAPITOL - WINNIPEG

For his engagement of SPIRIT OF ST. LOUIS, Bill Novak tied in with the local R.C.A.F. cadets, who paraded to his theatre full strength, 40 piece band and all. On arrival, they lined up in front of the theatre for inspection, which tied up traffic for about ten minutes, and got the theatre displays plenty of attention.

Bill made sure that the newspapers and radio lads were alerted well in advance and this resulted in some excellent support. The Free Press ran a special story on Lindbergh in their Week-end magazine, with good scenes from the pic.

Some four years ago, Bill promoted a deal with the local Tribune, which has become an annual institution. This takes the form of a Mothers' Day show for the mothers of all Tribune carriers, and is jointly sponsored by the theatre and the newspaper. The Tribune makes quite a thing of it, which results in plenty of good publicity for the theatre. Naturally ... the Trib pays all running expenses.

This year Bill arranged for a wire to be received from Jimmy Stewart, inviting the mothers and carriers to a showing of SPIRIT OF ST. LOUIS. The Tribune broke with a story and ran the telegram. A 'Mother of the year' was selected and presented with flowers by the mayor's wife. A half page of excellent pics was run by the Tribune, plus a good accompanying story. I'd say this is P.R. at its best.

DAYLIGHT - SASKATOON

I have a very nice note from Doug Winterton ... one of the newer members of our BALLYHOO family, and its a real pleasure to hear from him. Now that you've broken the ice Doug ... let's get you into these pages regularly ... and often, huh?

To promote the twin bill EAST OF EDEN and REBEL WITHOUT A CAUSE, Doug sent personal letters to the executives of all drama clubs in the city ... enclosing a double pass. As a result, good notices appeared on all bulletin boards, including the University and Teachers' College.

Eaton's record department, as well as two downtown music stores were contacted, and advertised that they would give away a free ticket to see this program with each TRIBUTE TO JAMES DEAN record sold. There were plenty of takers, and plenty of customers in Doug's emporium.

In return for a couple of skulls, a local deejay made good use of his air time to plug this double bill. A special Saturday morning show was held for students, at an attractive admission price, and was well attended.

Keep slugging Doug ... and from the looks of this, your very first effort, it shouldn't be too long before your name begins appearing in our 'Winners' circle.

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ROYAL - VICTORIA

For his engagement of DESIGNING WOMAN, Cliff Denham contacted nine of the better stores in the downtown section and arranged for some excellent window displays. Each was an individual display, tying in directly with the merchant's wares. The cost of the displays was negligible, as Cliff made good use of his regular supply of 8 x 10's and posters, with a little assist from the art shop.

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ORPHEUM - SOO

Here's one way to save a buck or two ... Instead of paying some local professional photographer to take pictures of her displays, Olga has arranged with the photographer on the T.V. station to provide her with all the pics she requires ... in return for extending to him the courtesy of her theatre.

For FUNNY FACE, Olga put excellent displays into three of the top ladies' wear shops in the city ... full windows, no less. The Fashion Shoppe placed a mannequin in their doorway, suitably bannered, at the close of business each evening. Moore's Music Store and the Corner Record Bar both put in good displays of Gershwin music, and also featured the FUNNY FACE album.

A good theatre front featured a previously used, giant two-sided record, suitably inscribed with FUNNY FACE copy. C J I C featured Gershwin music plus free plugs on its Midnight Review.

CAPITOL - CALGARY

Ralph Mitcheltree's always in there pitching ... and the job he did on LITTLE HUT is no exception. First of all he planted the special agency ad, as per instructions ... and he was on his way.

A very effective tie-up was arranged with the Ladies' Home Journal who plugged the pic through special truck panels, and special displays in all of their better retail outlets. The Lawson Travel Agencies featured a special window display, also gave the pic prominence on their regular radio program. This agency also provided Ralph with special contest entry forms.

A Wm. Rogers silverward tie-up was arranged with McKenzie's who featured a very attractive window, and duplicated it in the lobby of the theatre.

The local Austin representative agreed to park one of his brand new models right in front of the boxoffice a week prior to opening ... the windows carried Austin copy, and in the front seat was a three-sheet cutout of Ava Gardner, with those special gimmick eyes that follow you as you walk by. Needless to say, this caused quite a furore around the theatre front.

7,000 special contest announcements were distributed around town ... many at an important local professional soccer game.

When Ralph played THE TEN COMMANDMENTS, to promote the sale of tickets to residents outside of Calgary, he arranged one of the best deals I have yet come across. He contacted the people at the Greyhound Bus Lines, and they agreed to print and distribute special TEN COMMANDMENTS heralds, with the reverse side imprinted with their schedules and bus fares. These went out to ten adjacent towns and resulted in the sale of plenty of tickets. Combination tickets were printed, entitling the holder to a trip into Calgary and admission to the theatre. An excellent deal indeed.

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STRAND - PRINCE ALBERT

Here's something a little different ... and as far as these pages are concerned ... original. Les Paine tried it, and it worked out very well.

As you know, in every Hitchcock film, the inimitable Alfy appears somewhere in the footage. Les cashed in on this when he played THE WRONG MAN. First he determined exactly where in the picture Hitchcock appeared ... then he set up a contest. He invited patrons who had seen the picture to identify the scene, and place their entries in a container in the lobby. Winners were awarded double ducats for a month. A big display in the lobby drew their attention to the contest... also several "Wanted" posters throughout the city. Worked out well.

For FULL OF LIFE, Les tied in with a local photographer on a baby photo contest. Pics were posted in the lobby and patrons acted as judges. Winners received free portraits of their young 'uns.

CAPITOL - WELLAND

For his OKLAHOMA run, Les made a pretty good deal with a local automobile agency ... J.D. Peterson Motors. As a result, the dealer went for a 1300 line ad in the local daily, using as his headline bait one of the titles from the pic ... 'Surrey with a fringe on top ...' Included in the lineage was a good, 200 line scene from the pic. This entire deal didn't cost Les a red cent, and know what the guy did? He even sold the merchant several books of F.P. Tickets to be given away to his customers. I'd say that's pretty smart selling.

A very cute sign was made up for the front of the bus depot reading like so ...'Bus stops here for OKLAHOMA, now at the Capitol'. People noticed it too. An excellent display taking up an entire window of a popular local record shop ... First time this merchant has gone for any theatre promotion.

One of the popular deejays on the local station devoted a full half hour of his show to the sound track recordings on the opening day of OKLAHOMA ... with excellent theatre credits.

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TIVOLI - HAMILTON

For THE WRONG MAN, Don followed a somewhat different tack ... and decided to hop on the bandwagon of the current Safe Driving Campaign being conducted by the traffic division of the Police dept., Automotive Club and the Truckers' Association.

Don had heard about a poster that had been distributed by the American Safety League, and obtained a copy. He had his sign man silk-screen a thousand ... size 30" x 40" and the participating agencies undertook to get them proper distribution ... and brother, did they ever. Every truck that was even distantly connected with the Truckers' Association had one or more tacked to it ... Every bus and street car in Hamilton was similarly decorated, and the remaining cards were placed in strategic windows through the city. The cost of this operation was well in excess of $1,000.00, and was borne in its entirety by the Associations involved.

As an additional boost, the police department put in a terrific display in the Tivoli lobby ... several as a matter of fact ... the best one being a complete traffic training school with all of the very costly equipment used in testing driving skill and knowledge.

Everybody involved in this deal, and especially the Chief of Police were extremely proud and happy about the whole thing ... and certainly the Tivoli's prestige didn't suffer any.

This is just another way in which promotion and good P.R. can be tied together to do a job for your theatre. If it isn't THE WRONG MAN, then advantage can be taken of some other title, a scene, a situation ... anything. All you have to do is look for it.

IMPERIAL - TORONTO

When Russ had TRUE STORY OF JESSE JAMES booked he arranged with Dell Comics to banner their 16 trucks in the Toronto area, and the Dell people also placed a total of 300 display cards in the most strategic spots in the city. They paid half the cost of the displays. Larger, individual displays were also set up in Eatons, Simpsons, A. & A. Book Store and Coles.

For SPIRIT OF ST. LOUIS, the Saunders Book Publishing Co. went to bat and spotted ten very attractive displays for Russ ... American Airlines devoted their entire window to a fine display. It happened to be Air Cadet Week, and Russ arranged for a parade to the theatre of fifteen of the best cadets from each of the thirteen Toronto squadrons, plus the prize-winning 180 Squadron band. A very colourful do, indeed. His guests were completely sold on the pic, and Russ informs us that they were particularly enthused about the Canada Carries On subject TROOPING THE COLOURS ... so, watch for it, huh?

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CAPITOL - SUDBURY

Jeff sends along a report of his activities in behalf of TEN THOUSAND BEDROOMS. I see a really excellent co-op ad, inserted in the local daily by Edwards, an important appliance firm ... Of the 550 lines used, nearly half is devoted to good art and copy on BEDROOMS.

In addition, Jeff tied in with C H N O, on their daily, 'Dial for Dollars' program, and in return for eighteen single guest admissions, garnered some $60.00 worth of good advertising.

I also see photos of two very fine displays ... full front windows no less, in Edwards and the local Gas Company. Both feature good-sized cut-out displays and snappy copy.

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Well ... guess it's time to sign off, as I'd like to get this issue in the mails as quickly as possible. My thanks to the contributors to this edition of BALLYHOO, and a gentle reminder to the rest ... Come on in guys ... the water's fine.

With the summer really here, let's all concentrate on selling the comfort of our surroundings in addition to our bills of fare. If you have an air-conditioned theatre ... TELL THE FOLKS about it... don't keep it a secret. Use strong copy in all of your newspaper ads, and plaster your front with good 'Cool' copy. Don't overlook your marquee ... and a good valance adds to the general attractiveness of your front, and helps get the message across.

So ... Keep cool, and keep Ballyhooin'.

Dan Krendel